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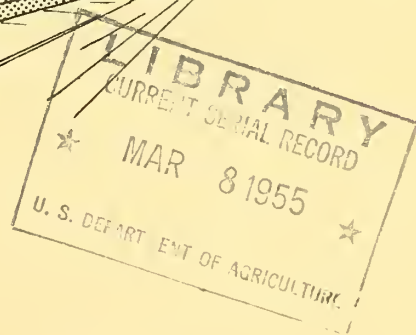
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# *Fruits and Juices* **AVAILABILITY** *in Retail Food Stores*

..... FEBRUARY 1954 .....



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

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## PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during February 1954 as compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; and in February, May, and August of 1951, 1952, and 1953.

Data for February 1952 are shown in some instances in this report for comparative purposes. However, they are not strictly comparable with those for February 1953 and 1954, since they were computed on a slightly different statistical basis.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,700 retail stores distributed among the 5 regions indicated in Table 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

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## FRUITS AND JUICES

### AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1954

#### SUMMARY

A new record number of the Nation's retail food stores were stocking frozen concentrated orange, grape, and pineapple juices in February 1954, according to a nation-wide survey conducted during that month.

About 58 percent of all food stores were handling frozen orange juice, which was about 9 out of 10 of those equipped with freezer cabinets. There was also a record number of stores handling frozen concentrate for lemonade and frozen single-strength lemon juice and frozen concentrate for limeade. Frozen concentrate for lemonade was the most widely distributed of the ades. It appeared in 46 percent of the stores checked, which was 72 percent of those that had freezer cabinets. Part of the increase in the availability of these frozen juices and ades to food shoppers was the result of more stores being equipped with frozen food cabinets.

Consumers were able to find the principal canned single-strength juices in about the same proportion of the Nation's food stores as in February last year. Canned single-strength orange juice and canned single-strength tomato juice continued to lead in availability; they appeared in about 9 out of 10 stores surveyed. Almost as many stores had canned single-strength grapefruit juice and pineapple juice. The least available of the citrus juices was tangerine juice. It appeared in only about 1 store in 7. In the case of the canned single-strength citrus juices, fewer stores were handling the No. 2 size cans than during February 1953. There was no appreciable change nationally, however, in the number of stores stocking the 46-ounce can of these juices.

The percentage of all food stores handling fresh oranges, grapefruit, and lemons was practically the same in February 1954 as a year earlier. The number handling tangerines, however, was down considerably. Ninety-four percent of the stores handling fresh fruits and vegetables had fresh oranges, 72 percent had fresh grapefruit, 86 percent had lemons, and 45 percent had tangerines.

Not as many stores in the Mountain-Southwestern region had California-Arizona oranges as a year ago. Availability in that area was affected by the increased production of Texas citrus fruit this year. On the other hand, more stores in the South had California-Arizona oranges and fewer stores had lemons than in any survey month so far.

Availability of tangerines was much lower in the Mountain-Southwestern region than elsewhere. Also, the proportion of stores surveyed among national chains that had tangerines was much less than the proportion of regional chain stores that had tangerines.



## FROZEN JUICES AND ADES

Almost all of the frozen juices and ades were in more stores in February 1954 than a year earlier (table 3). There was an appreciable increase in the number of retail stores handling frozen concentrated orange, grape, and pineapple juices, and frozen concentrate for lemonade and limeade. Shelf-pack (non-frozen) concentrated orange juice, as well as concentrate for orangeade or lemonade, were in about the same percentage of the food stores as a year earlier. Frozen concentrate for orangeade was in slightly more stores than in February last year.

Frozen concentrated orange juice appeared in 58 percent of the food stores surveyed in February, compared with 53 percent a year earlier (table 13). The increase in availability occurred in regional chain and independent food stores and was apparently the result of a larger proportion of these stores being equipped with freezer cabinets than a year ago. All the national chain store units surveyed which were equipped with freezer cabinets had frozen concentrated orange juice. About 98 percent of the regional chain store outlets and 90 percent of the independent stores so equipped had this juice.

The increase in the number of stores stocking frozen orange juice was primarily among the smaller stores with annual business volume of less than \$100,000 each.

Contrary to the general increase in availability of frozen concentrated orange juice, there was a slight decline in its availability in the Mountain-Southwest and Pacific regions. This was true both for all stores and for those equipped with frozen food cabinets. Among the regions, the largest relative increase in frozen orange juice availability was in the South. Thirty-two percent of the stores there had the product--almost half again as many stores as in February a year ago.

Frozen concentrated grape juice was in about 43 percent of the Nation's food stores in February 1954--a moderate gain over the 39 percent a year ago. Approximately 2 out of 3 stores equipped with freezer cabinets had frozen concentrated grape juice.

Almost all national chain stores had frozen grape juice, but only 3 in 4 regional chain stores had it, and 2 out of 5 of the independent stores.

About 46 percent of the food stores in February 1954 had frozen concentrate for lemonade (table 14). This gain in availability resulted from more regional chain stores having the product. Nine out of 10 regional chain outlets surveyed had frozen lemonade in February compared with only 3 out of 4 a year ago. Contrary to the situation for frozen orange juice, there was lower availability of frozen lemonade in national chain stores than in regional chains.



A third more stores in the South had frozen lemonade than in February 1953, but fewer stores in the Mountain-Southwest region had it. Availability was up moderately from last year in the other regions. Most of the additional stores handling frozen lemonade were in one of the lower business volume groups (sales of \$50,000 to \$100,000 annually).

Frozen single-strength lemon juice could be purchased in one-sixth of the food stores surveyed in February, slightly more than in that month of 1953. A fourth of the stores equipped with frozen food cabinets had this product. The number of national chain and regional chain store outlets stocking frozen single-strength lemon juice declined by almost one-third compared with a year earlier.

Only 1 store in 14 had frozen concentrate for orangeade in stock in February, although the number of stores in the Northeast carrying this ade doubled (table 15). As a consequence, availability was highest in that region. Frozen orangeade could be bought in 1 store in 8 in the Northeastern region.

Considerably more stores had frozen concentrate for limeade this February than a year ago--15 percent compared with 9 percent. About a fourth of the stores with freezer cabinets had frozen limeade. Gains occurred in all regions except in the Mountain-Southwest. Almost half of the national chain stores in the U. S, with freezer cabinets were stocking frozen limeade.

An increase was observed in the availability of frozen concentrated pineapple juice--22 percent of the stores stocked this product compared with 14 percent a year ago (table 16). A very sharp increase occurred in the number of national chain store outlets handling this item. About 70 percent had frozen concentrated pineapple juice compared with 40 percent in February last year.

Little change was observed in the proportion of stores selling the following nonfrozen concentrated juices and ades: shelf-pack concentrated orange juice--10 percent of the stores; shelf-pack concentrate for orangeade--26 percent; and shelf-pack concentrate for lemonade--24 percent (table 12).

### CANNED JUICES

There was no appreciable change nationally from February of last year in the proportion of all retail food stores stocking the major canned single-strength juices. Orange juice and tomato juice were in the largest number of stores, each being in 92 percent of stores surveyed (table 3). Canned grapefruit and pineapple juices were next in availability--appearing in about 85 percent of the stores. Grape juice and prune juice were found in 75 percent of the stores. Orange-grapefruit blend, lemon, and apple juices were in about half the stores. Only 14 percent had tangerine juice.

As a result of a decline in availability of the No. 2 size can of single-strength orange juice in independent grocery stores, slightly fewer food stores carried the No. 2 can of orange juice than in February 1953--76 percent compared with 80 percent (table 18). This size can was also available in fewer stores in the Northeast, South, and Mountain-Southwest regions. However, a larger proportion of the stores in the South and Mountain-Southwest region had orange juice in the No. 2 size can than was the case in the other regions. The 46-ounce can of single-strength orange juice was in 73 percent of the Nation's food stores surveyed--practically unchanged from a year ago.

Although total availability of canned single-strength orange juice was almost the same as in February 1953, fewer stores in cities of 100,000 to 500,000 population had this juice. Ninety-six percent of the stores in these cities carried canned orange juice a year ago compared with only 88 percent in February this year. In all regions except the Southern and Pacific regions, more than 9 out of 10 stores surveyed had canned orange juice.

Canned single-strength grapefruit juice was in 87 percent of the stores surveyed during February, compared with 89 percent a year ago. About 2 out of 3 stores had the 46-ounce can of grapefruit juice for sale and the same proportion had the No. 2 can (table 19). Fewer of the independent stores and fewer of the small food stores had grapefruit juice in the No. 2 can than in the preceding February. On the other hand, availability of the 46-ounce can in these stores was almost unchanged.

Except for the small stores (business volume of less than \$50,000 annually), 9 out of 10 stores had canned grapefruit juice on hand. All of the large stores surveyed (business volume over \$300,000 annually) had this canned juice as did all the national chain store outlets surveyed.

Approximately 56 percent of all food stores stocked canned single-strength orange-grapefruit blended juice in February. The slight decline in the proportion of stores handling canned orange-grapefruit blended juice reflected lower availability of this juice in No. 2 size cans (table 20). Only 39 stores per 100 had the No. 2 can of blended juice compared with 45 stores per 100 a year ago. About 44 percent of the stores surveyed had canned orange-grapefruit blended juice in the 46-ounce can.

Total availability of blended juice, as well as that of the No. 2 size can, declined most in the Mountain-Southwest region and in the South. Only a fourth of the stores in the South and only 2 out of 5 of those in the Mountain-Southwest region had canned orange-grapefruit blended juice.

In February 1954, there were still comparatively few independent grocery stores--only 1 in 8--that sold canned single-strength tangerine juice (table 21). On the other hand, slightly more than half of the regional chain stores and 38 percent of the national chain store outlets were selling tangerine juice.



The large stores (\$300,000 sales per year and over) shifted somewhat from the No. 2 can to the 46-ounce can. Thirty-two percent had the 46-ounce can of tangerine juice compared with 21 percent a year earlier. At the same time, the proportion stocking the No. 2 can declined from 41 percent to 28 percent. In the Northeast, North Central, and Southern regions there was a shift toward the 46-ounce can, while general availability of tangerine juice in these regions remained almost unchanged.

Approximately half of the Nation's food stores offered either canned or bottled lemon juice during February (table 23). This level of availability resulted primarily because only about 1 in 2 independent grocery stores stocked lemon juice compared with 9 of 10 national or regional chain store outlets. Availability improved somewhat in the Northeast and North Central regions compared with a year ago, and it was up slightly also in the South.

There was a decrease of one-fifth in the number of stores handling the 5½-ounce can of lemon juice compared with February of last year. It appeared in a smaller number of stores in each geographic region. Availability of this canned lemon juice was down in all three major types of food stores--national chains, regional chains, and independent stores.

There were, in general, no appreciable changes in the proportion of retail stores handling canned single-strength pineapple, tomato, apple, grape, and prune juices (table 3). There were only moderate changes by geographic regions and by major types of food stores in the percentages of stores handling these products.

#### FRESH CITRUS FRUIT

The proportion of the Nation's retail food stores surveyed in February 1954 that had oranges and grapefruit on hand was about the same as a year earlier (table 2). These fruits appeared in 85 and 65 percent of the stores, respectively. Slightly fewer stores--77 percent of the total--had lemons on hand than in February 1953. Availability of tangerines in food stores was down considerably. Only 40 percent of the stores surveyed had tangerines compared with 46 percent a year earlier.

Although total availability of oranges in retail food stores handling fresh fruits and vegetables was not materially different from February a year ago, fewer stores had California-Arizona oranges--52 percent compared with 55 percent a year earlier (table 5). Sixty percent had Florida oranges, the same proportion as last year (table 6).

The decline in the number of stores handling California-Arizona oranges occurred principally in the Mountain-Southwestern and the Northeastern regions. Only 61 percent of the stores surveyed in the Northeast, having fresh produce, had California-Arizona oranges in contrast to 73 percent in February a year ago. In the Mountain-Southwest region, the decline was to 49 percent compared with 62 percent. Increased production of Texas



oranges, following the freeze damage of several years ago, was probably a factor in this decline in the Mountain-Southwest region. Because more stores in the Mountain-Southwest area stocked Texas oranges, total availability of oranges increased slightly in that region.

Most of the reduced availability of California-Arizona oranges was in cities of 10,000 to 500,000 population (table 5). In the smaller cities and in the metropolitan centers of 500,000 population or more, there was no appreciable change in the number of stores stocking this fruit. Nationally, there was a decline in availability of California-Arizona oranges in national chain store outlets and in independent stores.

Contrary to these reductions in availability, more stores in the South had California-Arizona oranges than any survey period so far. About one store in 10 in this region had navel oranges compared with only 1 in 20 in the corresponding month last year.

The proportion of all food stores and the portion handling fresh fruits and vegetables that had Florida oranges on hand was unchanged from February last year (table 6). However, there were some important changes in availability among the geographic regions. More stores in the Northeast handling fruits and vegetables stocked Florida oranges--75 percent compared with 65 percent--than a year ago. On the other hand, a smaller portion of the stores in the South with fresh produce had Florida oranges than in any February so far.

In both New York and Chicago, fewer stores had Florida oranges than in February 1953, while more had California-Arizona oranges. For the Nation as a whole, however, more national chain, regional chain, and independent stores carried Florida oranges than carried California-Arizona oranges.

Fresh grapefruit were in more food stores in February 1954 than a year ago largely as a result of increased distribution to stores in the Northeastern and Mountain-Southwestern regions (table 7). Seventy-nine percent of the stores in the Northeast handling fruits and vegetables had grapefruit, whereas only 68 percent did last year. Sixty-eight percent of these stores in the Mountain-Southwest region had grapefruit--up from 58 percent last year.

The greater number of stores handling grapefruit in the Northeastern region resulted from better distribution of Florida grapefruit (table 9). Improved distribution in the Mountain-Southwest resulted from increased production of Texas grapefruit. Almost one-third of the stores in the Pacific region handling fresh produce had Florida grapefruit, more than in any other survey month. Only 16 percent of these stores had Florida grapefruit last year.

As a result of the above regional changes, 3 out of 4 food stores surveyed handling fresh produce had fresh grapefruit in February 1954; 1 out of 2 had Florida grapefruit; Texas grapefruit were in 1 store in 8; and 1 in 10 had California-Arizona grapefruit (tables 2, 8 and 9).

Lemons were available to consumers in about 3 of 4 of all food stores surveyed in February 1954 (table 10). About 6 out of 7 stores handling fresh fruits and vegetables had lemons. There was a slight reduction in the number of stores selling lemons that do not carry a general line of fresh produce.

Availability of lemons declined in the South where only about 7 stores in 10 with fresh produce had lemons on hand. This was the lowest availability of lemons among these stores in the South in any survey month so far. Availability increased considerably, however, in both the Northeast and the Pacific regions.

Among the stores handling fresh produce, there continued to be a smaller proportion in the metropolitan centers (500,000 population or over) handling lemons than in cities of 100,000 to 500,000 population. In small towns, only 4 stores in 5 which handled fruits and vegetables had any lemons.

Tangerines were less available to consumers in retail stores in February 1954 than a year earlier (table 11). Only 45 in 100 stores handling fresh produce had this fruit compared with 50 in 100 in February last year. Most of the decline was in the North Central and Southern regions, while a moderate decline occurred in the availability in the Mountain-Southwest region. In the Mountain-Southwest area fewer stores handling fresh fruits and vegetables had tangerines than in any other region--only about 1 store in 5 compared with 2 out of 3 in the Northeast.

About 4 out of 5 regional chain stores stocking fruits and vegetables had tangerines, compared with only 2 out of 3 national chain store units. Two out of 5 independent stores with fresh produce had tangerines--a moderate decline from February last year.

Table 1.—Store sample for national retail food store audit, <sup>1/</sup> by store classification and location, February 1954

Store classification and location	Stores audited		
	Total	Customarily handling fresh fruits and vegetables	Having freezer cabinets
	Number	Number	Number
U. S. total	1,906	1,737	1,492
Volume of store business annually:			
Under \$50,000	868	744	509
\$50,000 to \$100,000	453	425	412
\$100,000 to \$300,000	369	357	355
\$300,000 and over	216	211	216
Type of store management:			
National chains	55	55	54
Regional chains <sup>2/</sup>	109	107	106
Independent groceries	1,742	1,575	1,332
Store location by city size, population:			
Under 10,000 <sup>3/</sup>	663	624	455
10,000 to 100,000	356	337	309
100,000 to 500,000	254	247	225
500,000 and over	633	529	503
Store location by region or city <sup>4/</sup> :			
Northeast	267	238	213
North Central	305	302	268
South	273	245	135
Mountain-Southwest	270	260	211
Pacific	228	222	204
New York City <sup>5/</sup>	222	144	163
Chicago <sup>5/</sup>	150	144	120
Los Angeles <sup>5/</sup>	191	182	178

<sup>1/</sup> Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AMA contract.

<sup>2/</sup> Excludes voluntary chains.

<sup>3/</sup> Includes rural route stores outside corporate city limits.

<sup>4/</sup> Area included in specified regions indicated in map below.

<sup>5/</sup> New York City, Chicago, and Los Angeles not included in regional totals.





Table 2.--Fresh citrus fruits availability summary: Percentage of retail food stores having specified fresh citrus fruits available, February 1954 with comparisons

Fruits	February	February	February	February
	1951	1952	1953	1954
	Percent	Percent	Percent	Percent
Fresh citrus fruits:				
Oranges				
California-Arizona	49	45	50	47
Florida	49	55	55	54
Total 1/	82	84	86	85
Grapefruit				
California-Arizona	8	12	12	8
Florida	31	40	43	46
Texas	25	8	9	12
Total 1/	62	61	64	65
Tangerines	34	36	46	40
Lemons	73	76	79	77

1/ Includes fruit unidentified as to origin.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.--Juices, single-strength edes, and ade bases availability summary: Percentage of all retail food stores having indicated products available, February 1954 with comparisons

Juices	1952	1953	1954
	February	February	February
	Percent	Percent	Percent
Canned juices:			
Orange	94	93	92
Grapefruit	86	89	87
Orange-grapefruit blend	58	59	56
Tangerine	20	15	14
Lemon	48	48	51
Prune	72	76	75
Apple	51	52	52
Grape	76	74	76
Pineapple	84	85	85
Tomato	93	93	92
Canned single-strength edes:			
Orangeade	1/	16	21
Frozen concentrated juices:			
Orange	48	53	58
Grape	30	39	43
Pineapple	1/	14	22
Lemon 2/	8	13	16
Shelf-pack concentrated juices:			
Orange	23	9	10
Frozen concentrate for edes:			
Orangeade	1/	5	7
Lemonade	33	40	46
Limeade	1/	9	15
Shelf-pack concentrate for edes:			
Orangeade	1/	24	26
Lemonade	19	22	24

1/ Data not available.

2/ Frozen single-strength juice.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.--Fresh oranges availability: Percentage of retail food stores having orangee available, by store classification and location, February 1954, with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	84	86	85	96	94	94
Volume of store business annually:						
Under \$50,000	77	81	80	96	91	92
\$50,000 to \$100,000	93	94	95	97	96	98
\$100,000 to \$300,000	1/97	95	95	1/99	98	97
\$300,000 and over	2/100	98	99	2/100	99	100
Type of store management:						
National chains	100	96	96	100	96	96
Regional chains 3/	97	99	99	100	100	100
Independent groceries	83	65	84	96	93	94
Store location by city size, population:						
Under 10,000 4/	84	88	84	95	94	92
10,000 to 100,000	86	86	89	99	93	97
100,000 to 500,000	90	95	95	100	99	93
500,000 and over	76	79	80	97	91	95
Store location by region or city 5/:						
Northeast	86	87	85	99	95	97
North Central	94	96	97	99	97	98
South	77	79	78	93	89	89
Mountain-Southwest	81	89	88	94	94	96
Pacific	91	93	95	97	96	97
New York City	58	61	58	95	88	85
Chicago	92	93	95	99	96	98
Los Angeles	87	90	93	100	97	99

1/ Sales of \$100,000 to \$500,000

2/ Sales of \$500,000 and over

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.--Fresh oranges availability: Percentage of retail food stores having California-Arizona oranges available, by store classification and location, February 1954, with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	45	50	47	52	55	52
Volume of store business annually:						
Under \$50,000	37	42	37	45	47	43
\$50,000 to \$100,000	56	62	63	59	64	65
\$100,000 to \$300,000	1/63	67	66	1/64	69	67
\$300,000 and over	2/88	87	81	2/86	88	81
Type of store management:						
National chains	71	82	68	71	82	68
Regional chains 3/	62	75	73	63	75	74
Independent groceries	44	49	46	51	53	51
Store location by city size, population:						
Under 10,000 4/	35	38	38	40	40	41
10,000 to 100,000	60	67	57	69	73	62
100,000 to 500,000	56	68	61	62	70	63
500,000 and over	52	53	53	67	62	63
Store location by region or city 5/:						
Northeast	55	67	54	62	73	61
North Central	72	78	77	77	78	78
South	7	4	9	8	5	10
Mountain-Southwest	53	59	45	62	62	49
Pacific	88	93	91	94	96	93
New York City	38	40	43	63	59	63
Chicago	34	77	81	79	79	84
Los Angeles	80	88	93	92	94	99

1/ Sales of \$100,000 to \$500,000

2/ Sales of \$500,000 and over

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.—Fresh oranges availability: Percentage of retail food stores having Florida oranges available, by store classification and location, February 1954 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	55	55	54	63	60	60
Volume of store business annually:						
Under \$50,000	48	51	50	60	57	58
\$50,000 to \$100,000	62	58	61	65	60	63
\$100,000 to \$300,000	1/70	66	61	1/71	68	62
\$300,000 and over	2/83	77	77	2/83	78	78
Type of store management:						
National chains	89	84	85	89	84	85
Regional chains 3/	75	88	85	78	89	86
Independent groceries	53	53	52	62	58	58
Store location by city size, population:						
Under 10,000 4/	56	57	52	64	61	57
10,000 to 100,000	55	50	56	64	53	61
100,000 to 500,000	54	60	59	60	63	61
500,000 and over	48	53	56	61	62	67
Store location by region or city 5/:						
Northeast	72	59	66	83	65	75
North Central	43	54	56	45	55	56
South	67	71	66	81	81	75
Mountain-Southwest	31	23	21	36	24	23
Pacific	2	3	2	3	3	2
New York City	56	58	55	92	84	81
Chicago	67	73	60	71	75	62
Los Angeles	-	2	2	-	2	2

1/ Sales of \$100,000 to \$500,000.

2/ Sales of \$500,000 and over.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 7.—Fresh grapefruit availability: Percentage of retail food stores having grapefruit available, by store classification and location, February 1954 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	61	64	65	70	69	72
Volume of store business annually:						
Under \$50,000	46	50	54	57	56	62
\$50,000 to \$100,000	81	86	83	85	88	86
\$100,000 to \$300,000	1/93	92	89	1/95	95	90
\$300,000 and over	2/100	98	97	2/100	99	97
Type of store management:						
National chains	100	96	96	100	96	96
Regional chains 3/	93	97	96	96	98	97
Independent groceries	59	62	63	68	68	70
Store location by city size, population:						
Under 10,000 4/	56	59	59	63	64	65
10,000 to 100,000	68	70	75	78	76	82
100,000 to 500,000	77	77	85	85	80	87
500,000 and over	59	61	62	75	71	73
Store location by region or city 5/:						
Northeast	65	62	69	75	68	79
North Central	77	86	87	82	87	88
South	46	49	45	55	55	52
Mountain-Southwest	54	54	63	63	58	68
Pacific	76	77	76	80	79	78
New York City	50	53	53	82	77	79
Chicago	74	82	76	79	85	79
Los Angeles	75	78	79	86	83	84

1/ Sales of \$100,000 to \$500,000.

2/ Sales of \$500,000 and over.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.



Table 8.--Fresh grapefruit availability: Percentage of retail food stores having California-Arizona grapefruit available, by store classification and location, February 1954 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	12	8	14	13	9
Volume of store business annually:						
Under \$50,000	9	9	5	11	10	6
\$50,000 to \$100,000	14	14	10	15	14	10
\$100,000 to \$300,000	1/22	18	17	1/22	18	17
\$300,000 and over	2/30	38	26	2/30	38	26
Type of store management:						
National chains	30	24	24	30	24	24
Regional chains 3/	28	27	15	28	27	15
Independent groceries	11	11	7	13	12	8
Store location by city size, population:						
Under 10,000 4/	10	10	6	11	10	7
10,000 to 100,000	16	13	11	18	14	12
100,000 to 500,000	18	23	13	20	24	14
500,000 and over	10	12	7	14	14	9
Store location by region or city 5/:						
Northeast	10	13	4	12	14	4
North Central	10	11	7	11	11	7
South	2	2	1	3	2	2
Mountain-Southwest	17	17	14	20	18	16
Pacific	65	62	48	69	64	49
New York City	3	6	1	5	9	2
Chicago	27	8	5	29	8	6
Los Angeles	70	76	72	81	81	77

1/ Sales of \$100,000 to \$500,000.

2/ Sales of \$500,000 and over.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 9.--Fresh grapefruit availability: Percentage of retail food stores having Florida grapefruit available, by store classification and location, February 1954 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	40	43	46	46	46	51
Volume of store business annually:						
Under \$50,000	30	32	38	37	36	44
\$50,000 to \$100,000	50	60	60	53	61	62
\$100,000 to \$300,000	1/65	59	60	1/66	61	61
\$300,000 and over	2/82	75	74	2/82	76	75
Type of store management:						
National chains	86	75	80	86	75	80
Regional chains 3/	72	84	79	74	85	80
Independent groceries	38	40	44	44	41	49
Store location by city size, population:						
Under 10,000 4/	36	38	41	40	41	45
10,000 to 100,000	46	44	50	53	48	55
100,000 to 500,000	52	49	56	57	51	58
500,000 and over	39	47	49	50	55	58
Store location by region or city 5/:						
Northeast	54	54	61	62	59	70
North Central	41	45	56	44	46	57
South	38	42	37	46	47	43
Mountain-Southwest	23	20	18	28	21	20
Pacific	11	16	31	11	16	32
New York City	47	49	53	77	71	79
Chicago	41	68	63	44	70	65
Los Angeles	5	3	12	5	3	13

1/ Sales of \$100,000 to \$500,000.

2/ Sales of \$500,000 and over.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.—Fresh lemons availability: Percentage of retail food stores having lemons available, by store classification and location, February 1954 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	76	79	77	87	86	86
Volume of store business annually:						
Under \$50,000	66	72	69	82	81	80
\$50,000 to \$100,000	90	89	91	95	92	94
\$100,000 to \$300,000	1/93	93	95	1/95	96	97
\$300,000 and over	2/100	96	97	2/100	97	98
Type of store management:						
National chains	100	96	96	100	96	96
Regional chains 3/	95	97	99	98	98	100
Independent groceries	74	78	76	86	85	85
Store location by city size, population:						
Under 10,000 4/	72	76	72	82	81	79
10,000 to 100,000	81	86	84	93	92	92
100,000 to 500,000	89	90	93	98	94	96
500,000 and over	71	73	77	92	85	91
Store location by region or city 5/:						
Northeast	81	75	79	92	83	91
North Central	82	89	91	87	90	92
South	64	74	63	78	83	73
Mountain-Southwest	81	80	80	95	84	87
Pacific	90	87	93	95	90	95
New York City	59	61	59	97	89	88
Chicago	89	90	88	95	93	91
Los Angeles	80	84	85	92	90	90

1/ Sales of \$100,000 to \$500,000.

2/ Sales of \$500,000 and over.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.—Fresh tangerines availability: Percentage of retail food stores having tangerines available, by store classification and location, February 1954 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	February 1952	February 1953	February 1954	February 1952	February 1953	February 1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	36	46	40	42	50	45
Volume of store business annually:						
Under \$50,000	26	34	30	32	39	35
\$50,000 to \$100,000	44	60	55	46	62	57
\$100,000 to \$300,000	1/64	71	60	1/65	73	61
\$300,000 and over	2/92	85	77	2/92	86	78
Type of store management:						
National chains	82	83	65	82	83	65
Regional chains 3/	63	88	79	65	89	80
Independent groceries	34	43	38	39	47	42
Store location by city size, population:						
Under 10,000 4/	26	39	34	29	42	37
10,000 to 100,000	50	54	47	57	58	52
100,000 to 500,000	50	56	51	55	58	53
500,000 and over	44	47	43	56	55	51
Store location by region or city 5/:						
Northeast	54	56	55	62	62	62
North Central	41	54	45	43	54	45
South	24	38	33	29	43	38
Mountain-Southwest	15	20	16	18	21	18
Pacific	26	31	32	27	32	33
New York City	40	46	41	65	67	61
Chicago	59	66	52	63	68	54
Los Angeles	44	57	46	50	61	49

1/ Sales of \$100,000 to \$500,000.

2/ Sales of \$500,000 and over.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 12.--Frozen and shelf-pack concentrated juices and ades: Comparison of percentage of retail food stores having specified juices and ades, by store classification and location, February 1954

Store classification and location	Frozen concentrated juices			Shelf-pack concentrated orange juice	Frozen single-strength lemon juice
	Orange	Grape	Pineapple		
	Percent	Percent	Percent	Percent	Percent
U. S. total	58	43	22	10	16
Volume of store business annually:					
Under \$50,000	42	26	11	8	11
\$50,000 to \$100,000	83	67	34	10	22
\$100,000 to \$300,000	92	79	52	18	30
\$300,000 and over	99	91	61	15	29
Type of store management:					
National chains	96	96	71	16	21
Regional chains 1/	93	78	50	18	23
Independent groceries	56	40	20	9	15
Store location by city size, population:					
Under 10,000 2/	45	31	16	9	13
10,000 to 100,000	70	51	27	9	20
100,000 to 500,000	74	61	30	12	19
500,000 and over	67	51	28	12	18
Store location by region or city 3/:					
Northeast	69	50	32	13	23
North Central	74	58	33	12	22
South	32	19	7	7	8
Mountain-Southwest	51	43	12	5	16
Pacific	77	52	26	6	13
New York City	61	55	29	13	7
Chicago	79	51	17	9	11
Los Angeles	85	66	36	11	6
	Frozen concentrate for ades			Shelf-pack concentrate for ades	
	Lemonade	Orangeade	Limeade	Lemonade	Orangeade
	Percent	Percent	Percent	Percent	Percent
U. S. total	46	7	15	24	26
Volume of store business annually:					
Under \$50,000	30	4	8	15	18
\$50,000 to \$100,000	69	13	23	31	33
\$100,000 to \$300,000	78	12	37	46	45
\$300,000 and over	91	21	42	71	76
Type of store management:					
National chains	81	17	44	48	68
Regional chains 1/	89	10	29	73	71
Independent groceries	43	7	14	21	24
Store location by city size, population:					
Under 10,000 2/	34	5	13	20	27
10,000 to 100,000	55	12	20	29	30
100,000 to 500,000	61	10	23	37	33
500,000 and over	55	6	14	22	19
Store location by region or city 3/:					
Northeast	50	12	18	32	31
North Central	63	8	21	35	36
South	24	3	10	11	17
Mountain-Southwest	41	6	16	21	27
Pacific	64	7	16	36	39
New York City	49	6	12	13	14
Chicago	67	5	20	17	9
Los Angeles	78	2	21	31	32

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.



Table 13.--Frozen concentrated orange and grape juices: Percentage of retail food stores having products available, by store classification and location, February 1954 with comparisons

Store classification and location	Frozen concentrated orange juice				Frozen concentrated grape juice			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	February		February		February		February	
	1953	1954	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	53	58	90	92	39	43	67	67
Volume of store business annually:								
Under \$50,000	37	42	86	87	24	26	56	54
\$50,000 to \$100,000	73	83	93	95	58	67	73	77
\$100,000 to \$300,000	91	92	96	98	74	79	78	84
\$300,000 and over	97	99	100	99	88	91	90	91
Type of store management:								
National chains	95	96	100	99	87	96	92	98
Regional chains 1/	86	93	98	98	72	78	82	82
Independent groceries	50	56	90	91	36	40	65	65
Store location by city size, population:								
Under 10,000 2/	41	45	88	88	29	31	62	61
10,000 to 100,000	64	70	96	94	45	51	68	68
100,000 to 500,000	63	74	87	91	53	61	73	76
500,000 and over	62	67	91	95	48	51	70	72
Store location by region or city 3/:								
Northeast	63	69	96	98	46	50	70	71
North Central	69	74	90	93	52	58	68	73
South	23	32	76	83	16	19	55	50
Mountain-Southwest	53	51	90	81	42	43	72	69
Pacific	79	77	94	93	48	52	57	62
New York City	63	61	95	100	48	55	73	90
Chicago	69	79	95	95	57	51	79	61
Los Angeles	87	85	97	95	62	66	69	74

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 14.--Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of retail food stores having products available, by store classification and location, February 1954 with comparisons

Store classification and location	Frozen concentrate for lemonade				Frozen single-strength lemon juice			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	February		February		February		February	
	1953	1954	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	40	46	69	72	13	16	23	25
Volume of store business annually:								
Under \$50,000	28	30	64	63	7	11	15	22
\$50,000 to \$100,000	52	69	67	80	23	22	29	25
\$100,000 to \$300,000	76	78	80	83	24	30	25	32
\$300,000 and over	83	91	85	91	41	29	43	29
Type of store management:								
National chains	78	81	83	83	33	21	35	21
Regional chains 1/	76	89	87	94	32	23	37	25
Independent groceries	38	43	67	71	12	15	21	25
Store location by city size, population:								
Under 10,000 2/	30	34	66	67	8	13	18	24
10,000 to 100,000	50	55	75	74	20	20	30	26
100,000 to 500,000	56	61	77	76	20	19	28	23
500,000 and over	44	55	64	78	14	18	20	26
Store location by region or city 3/:								
Northeast	45	50	69	71	16	23	25	32
North Central	55	63	72	79	19	22	25	28
South	18	24	60	62	5	8	26	21
Mountain-Southwest	44	41	76	65	15	16	26	26
Pacific	58	64	69	76	14	13	16	15
New York City	44	49	66	80	13	7	19	12
Chicago	46	67	63	81	21	11	29	14
Los Angeles	76	78	84	87	3	6	3	7

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 15.--Frozen concentrate for orangeade and limeade: Percentage of retail food stores having products available, by store classification and location, February 1954 with comparisons

Store classification and location	Frozen concentrate for orangeade				Frozen concentrate for limeade			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	February		February		February		February	
	1953	1954	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	5	7	8	11	9	15	16	24
Volume of store business annually:								
Under \$50,000	2	4	5	7	4	8	10	16
\$50,000 to \$100,000	8	13	10	14	12	23	16	26
\$100,000 to \$300,000	12	12	12	13	26	37	28	40
\$300,000 and over	18	21	18	21	31	42	32	42
Type of store management:								
National chains	19	17	20	18	34	44	36	45
Regional chains <sup>1/</sup>	10	10	11	11	23	29	26	31
Independent groceries	4	7	8	11	8	14	15	23
Store location by city size, population:								
Under 10,000 <sup>2/</sup>	4	5	9	9	6	13	13	25
10,000 to 100,000	7	12	10	16	11	20	17	26
100,000 to 500,000	6	10	8	13	17	23	23	28
500,000 and over	5	6	7	8	11	14	16	19
Store location by region or city <sup>3/</sup> :								
Northeast	6	12	9	17	8	18	12	25
North Central	8	8	10	10	15	21	20	27
South	2	3	6	7	4	10	13	25
Mountain-Southwest	5	6	9	10	15	16	26	25
Pacific	5	7	6	9	8	16	10	19
New York City	8	6	12	10	11	12	17	19
Chicago	4	5	5	6	14	20	19	24
Los Angeles	1	2	1	2	14	21	16	23

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 16.--Frozen concentrated pineapple juice: Percentage of retail food stores having product available, by store classification and location, February 1954 with comparisons

Store classification and location	Frozen concentrated pineapple juice			
	All stores		Stores with freezer cabinets	
	February		February	
	1953	1954	1953	1954
	Percent	Percent	Percent	Percent
U. S. total	14	22	24	35
Volume of store business annually:				
Under \$50,000	6	11	14	23
\$50,000 to \$100,000	24	34	31	39
\$100,000 to \$300,000	28	52	29	56
\$300,000 and over	49	61	50	61
Type of store management:				
National chains	39	71	41	73
Regional chains <sup>1/</sup>	39	50	45	53
Independent groceries	12	20	22	33
Store location by city size, population:				
Under 10,000 <sup>2/</sup>	8	16	17	30
10,000 to 100,000	17	27	26	37
100,000 to 500,000	19	30	27	38
500,000 and over	21	28	31	40
Store location by region or city <sup>3/</sup> :				
Northeast	20	32	31	45
North Central	15	33	20	42
South	5	7	18	19
Mountain-Southwest	7	12	12	20
Pacific	18	26	22	31
New York City	25	29	28	48
Chicago	20	17	28	21
Los Angeles	34	36	38	40

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 17.--Shelf-pack concentrated orange juice and concentrate for lemonade and orangeade: Percentage of retail food stores having products available, by store classification and location, February 1954 with comparisons

Store classification and location	Shelf-pack concentrated orange juice		Shelf-pack concentrate for			
	February		Orangeade		Lemonade	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	9	10	24	26	22	24
Volume of store business annually:						
Under \$50,000	6	8	15	18	15	15
\$50,000 to \$100,000	12	10	32	33	27	31
\$100,000 to \$300,000	12	18	46	45	37	46
\$300,000 and over	22	15	63	76	60	71
Type of store management:						
National chains	13	16	53	68	47	48
Regional chains <sup>1/</sup>	28	18	66	71	56	73
Independent groceries	8	9	21	24	20	21
Store location by city size, population:						
Under 10,000 <sup>2/</sup>	9	9	25	27	24	20
10,000 to 100,000	14	9	23	30	25	29
100,000 to 500,000	9	12	28	33	21	37
500,000 and over	4	12	16	19	15	22
Store location by region or city <sup>3/</sup> :						
Northeast	12	13	31	31	23	32
North Central	12	12	34	36	35	35
South	7	7	10	17	12	11
Mountain-Southwest	4	5	24	27	20	21
Pacific	7	6	39	39	38	36
New York City	11	13	14	14	10	13
Chicago	4	9	11	9	13	17
Los Angeles	1	11	33	32	30	31

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 18.--Canned single-strength orange juice: Percentage of retail food stores having specified container sizes available, by store classification and location, February 1954 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total <sup>1/</sup>	
	February		February		February	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	80	76	72	73	93	92
Volume of store business annually:						
Under \$50,000	78	72	61	64	90	90
\$50,000 to \$100,000	81	79	90	85	96	94
\$100,000 to \$300,000	84	88	95	96	99	99
\$300,000 and over	94	97	98	95	100	100
Type of store management:						
National chains	94	96	97	100	100	100
Regional chains <sup>2/</sup>	91	94	96	93	97	98
Independent groceries	79	75	71	71	92	92
Store location by city size, population:						
Under 10,000 <sup>3/</sup>	79	73	71	70	94	94
10,000 to 100,000	77	79	73	75	88	90
100,000 to 500,000	88	76	75	79	96	88
500,000 and over	81	80	71	76	92	91
Store location by region or city <sup>4/</sup> :						
Northeast	82	75	76	79	94	90
North Central	69	70	88	88	97	97
South	87	80	58	60	92	92
Mountain-Southwest	85	80	70	65	94	95
Pacific	73	75	75	75	88	89
New York City	75	74	68	66	81	77
Chicago	72	79	72	69	86	89
Los Angeles	88	91	85	92	97	99

<sup>1/</sup> Includes other can sizes.

<sup>2/</sup> Excludes voluntary chains.

<sup>3/</sup> Includes rural route stores outside corporate city limits.

<sup>4/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 19.—Canned single-strength grapefruit juice: Percentage of retail food stores having specified container sizes available, by store classification and location, February 1954 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total 1/	
	February		February		February	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	74	67	68	67	89	87
Volume of store business annually:						
Under \$50,000	70	63	56	55	85	83
\$50,000 to \$100,000	77	70	86	83	95	92
\$100,000 to \$300,000	83	81	93	93	98	98
\$300,000 and over	90	89	97	97	99	100
Type of store management:						
National chains	97	98	99	99	100	100
Regional chains 2/	84	82	94	92	96	97
Independent groceries	73	66	66	65	88	86
Store location by city size, population:						
Under 10,000 3/	73	62	63	60	89	85
10,000 to 100,000	69	66	66	72	85	88
100,000 to 500,000	76	72	75	77	92	90
500,000 and over	79	77	74	72	92	88
Store location by region or city 4/:						
Northeast	77	72	71	76	92	91
North Central	64	62	85	80	92	93
South	75	64	50	47	84	80
Mountain-Southwest	80	70	65	69	93	91
Pacific	77	68	78	76	92	86
New York City	74	72	64	64	81	76
Chicago	74	69	69	66	87	80
Los Angeles	88	88	88	88	97	97

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 20.—Canned single-strength orange-grapefruit blended juice: Percentage of retail food stores having specified container sizes available, by store classification and location, February 1954 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total 1/	
	February		February		February	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	45	39	45	44	59	56
Volume of store business annually:						
Under \$50,000	34	30	32	30	47	44
\$50,000 to \$100,000	61	49	63	63	76	73
\$100,000 to \$300,000	67	59	75	76	84	81
\$300,000 and over	85	89	88	93	93	98
Type of store management:						
National chains	92	95	93	96	99	99
Regional chains 2/	78	74	83	90	89	93
Independent groceries	42	36	42	41	57	54
Store location by city size, population:						
Under 10,000 3/	36	28	38	36	49	47
10,000 to 100,000	48	45	53	50	66	62
100,000 to 500,000	57	47	54	55	67	68
500,000 and over	55	54	50	52	68	64
Store location by region or city 4/:						
Northeast	63	61	60	61	78	80
North Central	42	37	62	65	70	70
South	26	19	19	15	30	26
Mountain-Southwest	39	30	32	30	47	40
Pacific	53	49	60	55	70	67
New York City	66	59	53	52	73	63
Chicago	67	51	58	56	80	74
Los Angeles	70	64	60	59	80	75

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.



Table 21.--Canned single-strength tangerine juice: Percentage of retail food stores having specified container sizes available, by store classification and location, February 1954 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total 1/	
	February		February		February	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	11	8	6	7	15	14
Volume of store business annually:						
Under \$50,000	6	6	2	4	8	9
\$50,000 to \$100,000	16	9	8	6	23	14
\$100,000 to \$300,000	21	16	16	19	32	30
\$300,000 and over	41	28	24	32	50	46
Type of store management:						
National chains	39	27	18	22	41	38
Regional chains 2/	47	31	34	42	61	52
Independent groceries	9	7	4	5	13	12
Store location by city size, population:						
Under 10,000 3/	8	5	6	6	13	11
10,000 to 100,000	14	10	7	9	19	15
100,000 to 500,000	12	10	8	11	17	20
500,000 and over	13	12	3	7	15	15
Store location by region or city 4/:						
Northeast	17	15	8	10	22	20
North Central	12	8	13	15	21	21
South	6	3	1	3	6	6
Mountain-Southwest	9	6	6	4	13	8
Pacific	10	10	1	2	11	12
New York City	13	15	1	2	15	16
Chicago	17	4	2	2	18	7
Los Angeles	4	7	1	2	4	7

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 22.--Prune Juice: Percentage of retail food stores having specified container sizes available, by store classification and location, February 1954 with comparisons

Store classification and location	Quart glass		Other 1/		Total	
	February		February		February	
	1953 2/		1953 2/		1953	1954
	Percent		Percent		Percent	Percent
U. S. total	69		25		76	75
Volume of store business annually:						
Under \$50,000	59		17		66	67
\$50,000 to \$100,000	87		29		92	87
\$100,000 to \$300,000	89		47		97	95
\$300,000 and over	94		75		100	99
Type of store management:						
National chains	97		82		100	94
Regional chains 3/	90		71		96	97
Independent groceries	68		22		74	74
Store location by city size, population:						
Under 10,000 4/	60		19		68	67
10,000 to 100,000	72		22		78	77
100,000 to 500,000	79		34		85	86
500,000 and over	81		38		86	87
Store location by region or city 5/:						
Northeast	86		21		90	85
North Central	71		26		81	90
South	54		11		58	57
Mountain-Southwest	62		43		75	68
Pacific	73		45		82	77
New York City	76		41		81	76
Chicago	74		50		83	87
Los Angeles	89		82		96	88

1/ Includes tin containers.

2/ Data not available for February 1954.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 23.--Canned single-strength lemon juice: Percentaga of retail food storas having specified container sizes available, by stora classification and location, February 1954 with comparisons

Store classification and location	5½-ounce can		Other 1/		Total	
	February		February		February	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	37	30	30	32	48	51
Volume of store business annually:						
Under \$50,000	28	20	22	22	36	37
\$50,000 to \$100,000	48	39	40	45	62	67
\$100,000 to \$300,000	57	51	49	58	74	84
\$300,000 and over	82	72	68	72	96	94
Type of store management:						
National chains	84	65	62	81	100	90
Regional chains 2/	77	68	75	69	93	91
Independent groceries	34	27	28	30	45	48
Store location by city size, population:						
Under 10,000 3/	32	21	24	27	39	41
10,000 to 100,000	44	38	30	33	53	56
100,000 to 500,000	34	42	28	32	48	56
500,000 and over	44	34	46	44	62	65
Store location by region or city 4/:						
Northeast	46	42	36	37	56	61
North Central	50	36	46	55	66	74
South	13	10	13	13	18	21
Mountain-Southwest	36	31	16	18	44	42
Pacific	50	46	22	25	63	60
New York City	44	32	44	39	60	59
Chicago	54	18	83	65	84	73
Los Angeles	73	77	31	47	86	86

1/ Includes glase containers.

2/ Excludes voluntary chains.

3/ Includes rural route storas outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 24.--Canned single-strength orangeade: Percentage of retail food stores having specified container sizes available, by stora classification and location, February 1954 with comparisons

Store classification and location	46-ounce can		Other		Total	
	February		February		February	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	16	7	8	16	21
Volume of store business annually:						
Under \$50,000	6	10	5	7	10	15
\$50,000 to \$100,000	17	18	8	9	21	25
\$100,000 to \$300,000	23	30	12	12	32	36
\$300,000 and over	46	47	16	16	51	55
Type of store management:						
National chains	37	40	12	11	39	44
Regional chains 1/	45	51	19	15	53	58
Independent groceries	10	13	6	8	14	19
Stora location by city size, population:						
Under 10,000 2/	12	17	6	8	16	22
10,000 to 100,000	11	16	10	9	18	23
100,000 to 500,000	19	25	8	9	23	30
500,000 and over	8	8	6	7	12	13
Store location by region or city 3/:						
Northeast	8	15	9	9	15	20
North Central	12	14	8	5	18	17
South	11	17	6	12	15	14
Mountain-Southwest	21	18	3	9	22	24
Pacific	19	24	6	3	24	25
New York City	3	6	6	5	9	9
Chicago	11	11	4	6	12	13
Los Angeles	15	12	3	20	17	26

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 25.--Canned single-strength pineapple, tomato, apple, and grape juices: Percentage of retail food stores having products available, by store classification and location, February 1954 with comparisons

Store classification and location	Pineapple		Tomato		Apple		Grape	
	February		February		February		February	
	1953	1954	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	85	85	93	92	52	52	74	76
Volume of store business annually:								
Under \$50,000	80	80	91	90	40	38	64	68
\$50,000 to \$100,000	90	91	95	95	61	70	90	88
\$100,000 to \$300,000	99	96	99	98	85	85	97	94
\$300,000 and over	100	100	100	99	96	94	99	96
Type of store management:								
National chains	100	100	100	96	100	91	100	96
Regional chains <sup>1/</sup>	96	95	98	96	87	90	94	91
Independent groceries	84	84	93	92	49	49	73	75
Store location by city size, population:								
Under 10,000 <sup>2/</sup>	82	80	96	93	43	42	72	72
10,000 to 100,000	84	86	90	90	58	52	74	76
100,000 to 500,000	86	89	94	91	59	71	77	84
500,000 and over	92	92	91	94	61	63	78	81
Store location by region or city <sup>3/</sup> :								
Northeast	91	91	96	94	60	59	76	80
North Central	91	91	96	95	53	57	82	84
South	75	75	90	92	32	36	64	67
Mountain-Southwest	86	87	97	95	61	51	76	75
Pacific	89	86	94	89	75	74	81	78
New York City	80	76	82	78	68	64	73	68
Chicago	85	89	87	89	57	54	79	81
Los Angeles	94	93	95	95	89	81	95	88

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.







